CLUB BENSON & HEDGES

Coupon Booklet Program Agreement

Participant: ST. CHARLES DELI

Address: 752 N. HIGHLAND AVE.

ATLANTA, GA 30306

Telephone: 876-DELI

As a participant in the Club Benson & Hedges Coupon Booklet Program, _____ will receive the following:

- 20,000 coupons designed and printed at no cost.
- Distribution of the coupons at all Club Benson & Hedges event dates in the Atlanta market during the Arts Festival of Atlanta, September 16-24, 1995.

In return, ST. CHARLES DELI agrees to honor the following coupon offer:

Offer/Terms:

BUY ONE ENTREE, GET SECOND ENTREE FREE

VALID ANYTIME. SECOND ENTREE OF EQUAL OR LESSER VALUE. COUPON VALUE UP TO $6. ONE COUPON PER TABLE. EXPIRES 12/31/95.

As the authorized agent for ST. CHARLES DELI, I agree to abide by the above terms.

Name: [signature] (Please sign) Title: V.P./OPERATIONS

Date: 8/4/95

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